

CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000
SAN FRANCISCO, CA 94105-2219
VOICE AND TDD (415) 904-5200
FAX (415) 904-5400

**MEDIA ADVISORY**

- For Immediate Release -
September 15, 2003

Contact: *Judi Shils, Media Director (415) 904-5273 or (415) 378-0504 cell*
Eben Schwartz, Statewide Coordinator (415) 904-5210 or (415) 816-2506 cell

CALIFORNIA COASTAL CLEANUP DAY

Presented by the California Coastal Commission

Saturday, September 20th, 2003

What: The 19th Annual California Coastal Cleanup Day. Californians will join hundreds of thousands of participants worldwide clearing debris from our beaches, shorelines, and inland waterways.

Last year, over 46,000 Coastal Cleanup volunteers collected 861,000 pounds of trash and recyclables, including more than 305,000 cigarette butts, from California shorelines.

When: Saturday, September 20th, from 9 a.m. to noon in most locations.

Where: Cleanups will take place at over 600 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information or visit our Web site at www.coastforyou.org.

Why: "The Cleanup is an excellent method to spread the message that marine debris is harmful to all of us," says Mike Reilly, Chair of the California Coastal Commission. "It's also a celebration of our coast - an opportunity for Californians to join with hundreds of thousands of people all over the world to show their recognition of the important role the ocean plays in the health of the environment and the people and wildlife that depend on it, and to demonstrate our commitment to its stewardship."

How: Call (800) COAST-4U or visit www.coastforyou.org for more information

Who: This statewide event is coordinated by the California Coastal Commission and hundreds of local non-profits and governmental agencies throughout the state. Coastal Cleanup Day receives major sponsorship from Oracle and Reliant Energy. Statewide Sponsors include: Starbucks Coffee Company, Fetzer Vineyards, See's Candies, Swatch, and Bank of America. Bay Area-specific sponsors include from Intel and KPMG.

Northern California Media Sponsors include: KGO Newstalk AM 810, NBC 11, San Francisco Magazine, Contra Costa Newspapers/Hills Newspapers, CD93/KMBY, and KLOK Radio.

Southern California Media Sponsors include: KEARTH Radio, KABC TV, Daily Pilot, KXYX Radio, OC Metro/OC Family, and The Log.

Coastal Cleanup Day 2003 is supported by the California Coastal Commission, California State Parks Foundation, and The Ocean Conservancy.